

## UNIVERSITAS BINA NUSANTARA

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Faculty of Economics and Communication

Department of Marketing Communication

Bachelor Thesis of Communication

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### **VERTICAL INFORMATION FLOW AND COMMUNICATION CLIMATE THROUGH LEADERSHIP STYLE (CASE STUDY: PT PERTAMINA (PERSERO) CORPORATE COMMUNICATION DIVISION)**

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#### **Abstract**

*This research wants to examine how the vertical information flow and communication climate through leadership styles on Corporate Communications division of PT Pertamina (Persero), which is divided into four functions, external communication, internal communication, media, and brand management. The aims of this research is to determine the vertical information flow, leadership style, the climate communication between leaders and subordinates, and the role of the three at Corporate Communications division of PT Pertamina (Persero). Theories and concepts used are systems theory, 3-D theory, organizational communication, internal organizational communication, information flow, leadership, leadership style and communication climate. This type of research is qualitative and the research method used is a case study. The flow of information on the division of Corporate Communication takes place smoothly between VP with managers, but not with the officers. Corporate Communication has a benevolent authoritative leadership style. Climate of communication between the manager and the chief VP in Corporate Communications division can be said to be less good. The flow of information that occurs is one of the characteristics of benevolent authoritative leadership style, which played a role in poor climate communication that occurred between VP with subordinates.*

**Keywords :** *information flow, vertical information flow, leadership styles, communication climate*

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Fakultas Ekonomi dan Komunikasi

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## **ALIRAN INFORMASI VERTIKAL DAN IKLIM KOMUNIKASI MELALUI GAYA KEPEMIMPINAN (STUDI KASUS: PT PERTAMINA (PERSERO) DIVISI CORPORATE COMMUNICATION)**

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### **Abstrak**

*Penelitian ini ingin meneliti bagaimana aliran informasi vertical dan iklim komunikasi melalui gaya kepemimpinan pada divisi Corporate Communication PT Pertamina (Persero), yang terbagi ke dalam empat fungsi yaitu external communication, internal communication, media, dan brand management. Tujuan penelitian ini yaitu untuk mengetahui aliran informasi vertical, gaya kepemimpinan pemimpin, iklim komunikasi antara pimpinan dan bawahan, dan peranan antara gaya kepemimpinan, aliran informasi vertical, dan iklim komunikasi pada divisi Corporate Communication PT Pertamina (Persero). Teori dan konsep yang digunakan yaitu teori sistem, teori 3-D, komunikasi organisasi, komunikasi organisasi internal, aliran informasi, kepemimpinan, gaya kepemimpinan, dan iklim komunikasi. Jenis penelitian yaitu kualitatif dan metode penelitian yang digunakan yaitu studi kasus. Aliran informasi pada divisi Corporate Communication berlangsung lancar antara VP dengan para manajer, namun tidak dengan para officer. Corporate Communication memiliki gaya kepemimpinan penguasa semi mutlak. Iklim komunikasi antara VP dengan manajer maupun officer pada divisi Corporate Communication dapat dikatakan kurang baik. Aliran informasi yang hanya berlangsung lancar antara VP dengan para manajer dan tidak dengan para officer merupakan salah satu ciri dari gaya kepemimpinan semi mutlak, yang turut berperan dalam terciptanya iklim komunikasi yang kurang baik.*

**Kata Kunci :** *aliran informasi, aliran informasi vertical, iklim komunikasi, gaya kepemimpinan*